



Evolution in Consumer Mobile Computing

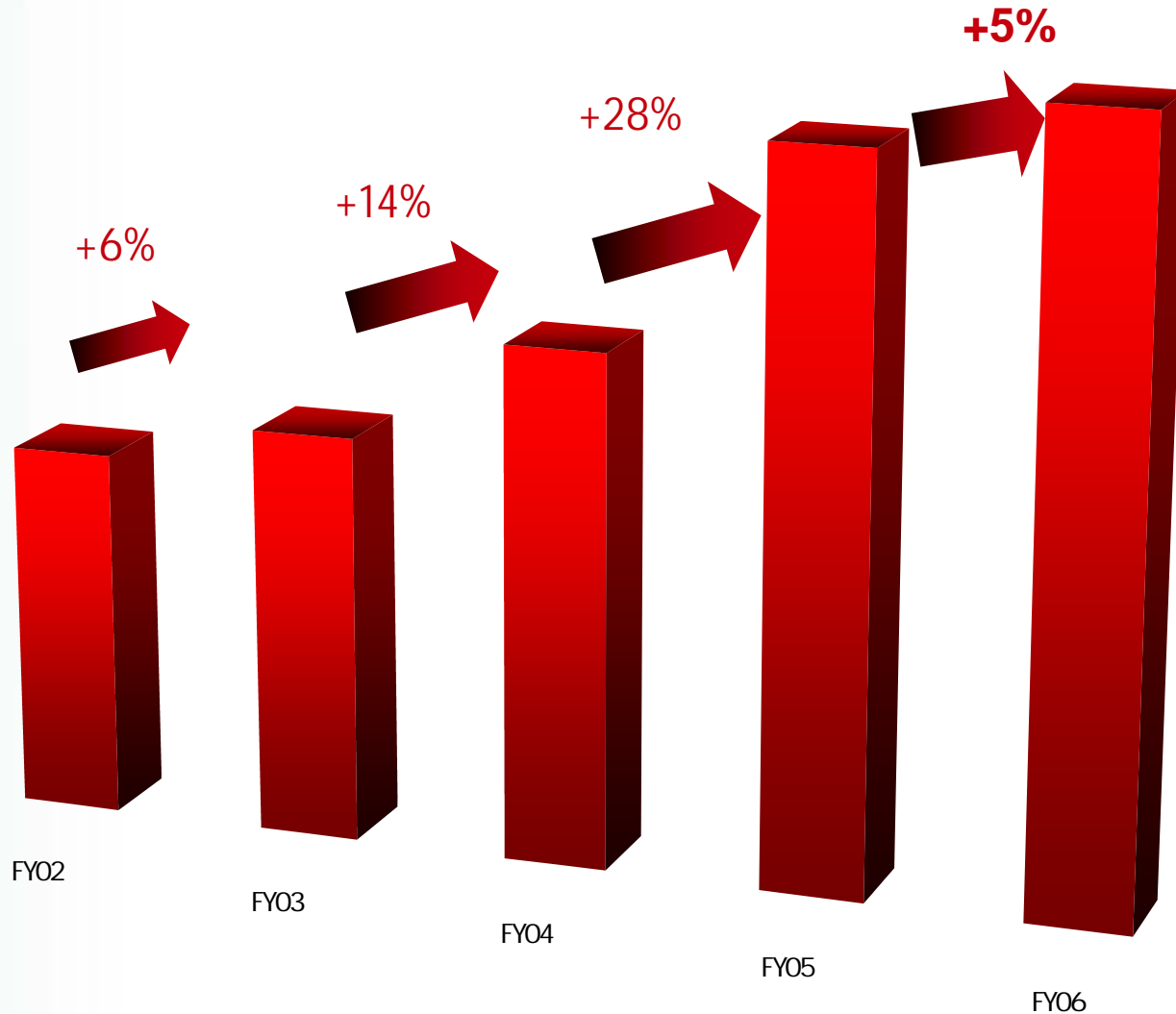
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June 6th 2007

Ultra
Mobility



Moving towards 4th consecutive year of revenue growth



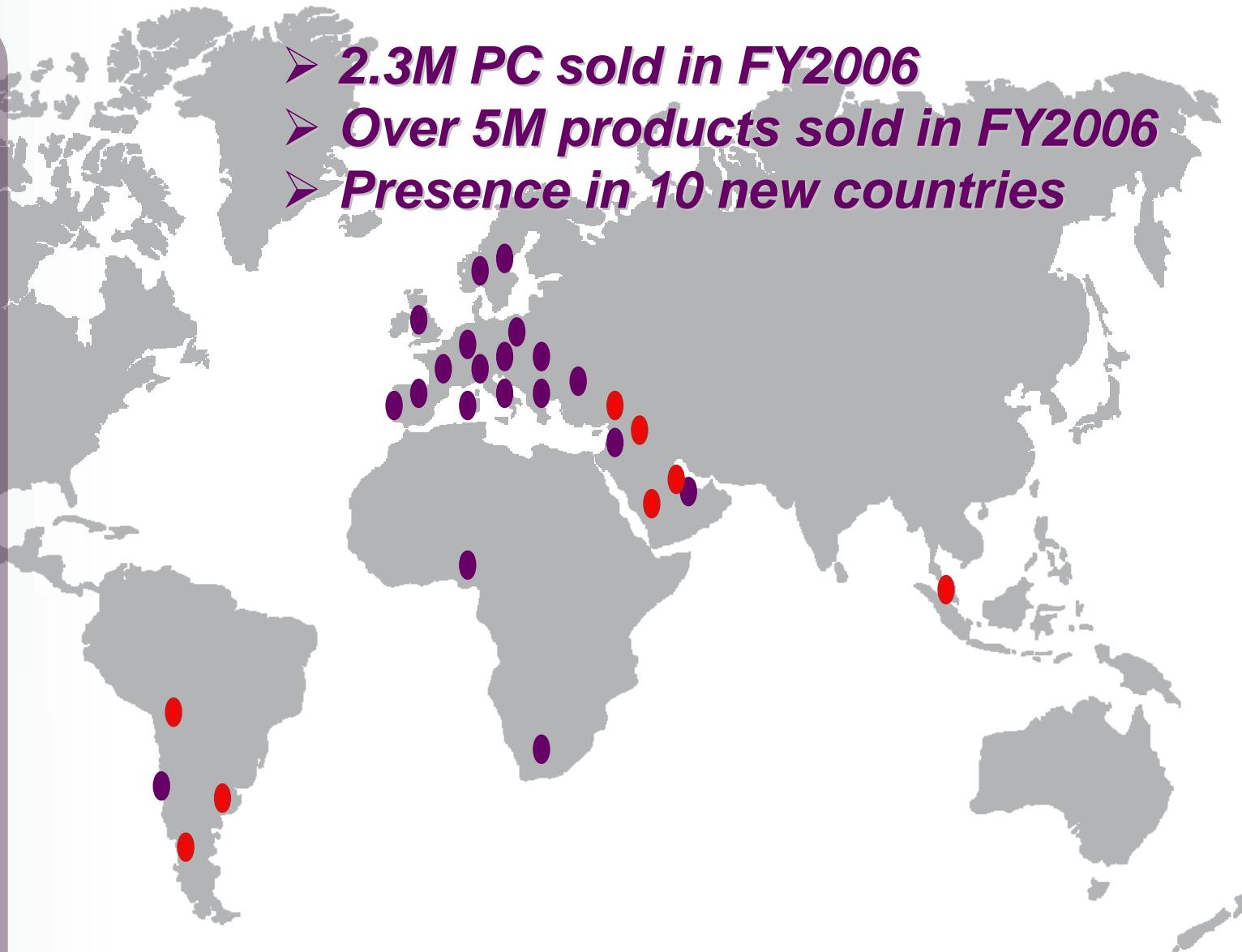
Source: Packard Bell

Presence of the Brand in 40 countries already

COUNTRIES

- **Argentina**
- Austria
- Belgium
- **Bulgaria**
- Chile
- Croatia
- **Cyprus**
- Czech Republic
- France
- Germany
- Greece
- Hungary
- Italy
- Kuwait
- Lebanon
- Malta
- Netherlands
- Nigeria
- Nordics
- Poland
- Portugal
- **Qatar**
- Romania
- **Singapore**
- **Slovenia**
- South Africa
- Spain
- Switzerland
- Turkey
- UAE
- UK

- *2.3M PC sold in FY2006*
- *Over 5M products sold in FY2006*
- *Presence in 10 new countries*



Product Portfolio 2007



Desktops



Gaming units



Notebooks



Displays



Flash MP3 Players



GPS/Navigation



Accessories



Storage

Consumers want convergence
in mobile computing
...the 4Cs

- . Computing power & functionality of laptop
- . Compactness of phone/PDA
- . Connectivity
- . Cost of the calculator

Small is beautiful ...

... is UMPC cool ?

- **UMPC**: New category of device that combines the features and functionality of a PC with the convenience of a handheld
- Top 5 criticisms:
 - UI not optimized & too complex
 - Price too high
 - Short battery life
 - Too heavy and too big
 - Lack of keyboard and pointing device

So what's the right balance?

UI not optimized & too complex

- Regular Windows environment = comfort zone

Price too high

- Target aggressive price point \$499

Short battery life

- Reach a min 4 hours battery life

Lack of keyboard and pointing device

- Use a good keyboard & point device

Too heavy and too big

- Optimize weight & size through design

Today's best choice to answer: ViA technology



Packard Bell.
Your digital playground

- Long battery life
 - Best PPW offered
- Small footprint
 - Optimized ID design
- Always connected
 - Communication Video&VOIP / Multimedia
- Affordable technology
 - Sweet spot price point



EasyNote XS

7" w



7" wide high definition screen

Designed for Video & VOIP

Full Wireless

Video output

Low consumption

EasyNote XS

7" w



Real keyboard

High quality pointing device

Connectivity

Small Form Factor

EasyNote XS

7" w



Small is beautiful ...

Packard Bell



Thank you ...